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1. (currently amended) A method for billing for interactive television, comprising the acts of:

establishing an access restriction table for at least one consumer, the access restriction table listing plural virtual channels and an access flag for each channel, each access flag indicating whether the channel can be accessed based on user ID;

enabling the consumer to use a television to access content associated with a virtual channel;

selectively restricting access to content using the access flags;

recording at least one access record based on consumer access activity related to the content; and

billing an entity at least partially based on the access record.

2. (currently amended) A method for billing for interactive television, comprising the acts of:

enabling a consumer to use a television to access content provided by at least one of a Web site server and at least one television signal source;

recording at least one access record based on consumer access of the content from the Web site; and

billing an entity at least partially based on the access record, wherein the access restriction table correlates interactive television channel numbers to Web site addresses.

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3. (original) The method of Claim 2, wherein the entity is the consumer.
4. (original) The method of Claim 2, wherein the entity is an owner or publisher of accessed content.
5. (original) The method of Claim 2, further comprising the act of:
restricting access to content using an access flag in an access restriction table.
6. (canceled).
7. (original) The method of Claim 2, further comprising the act of:
storing the access record in a database at the television.
8. (original) The method of Claim 7, further comprising the acts of:
retrieving the access record from the database; and
determining whether the access record contains billable content.
9. (original) The method of Claim 8, further comprising the acts of:
constructing a billing list of access records containing billable content; and
billing the entity at least partially based on the billing list.

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10. (currently amended) An interactive television system, comprising:
at least one Web server;
at least one interactive television system server;
at least one television signal source; and
at least one interactive television, the interactive television receiving information from the Web server, the interactive television system server, and the television signal source, the ~~interactive television system server~~ system including a program for billing entities based at least in part on accessing Web sites, the program discriminating between public Web sites and private Web sites.

11. (original) The system of Claim 10, wherein the program includes:
logic means for enabling a consumer to use a television to access content provided by at least one Web server and at least one television signal source;
logic means for recording at least one access record based on consumer access of the content; and
logic means for billing an entity at least partially based on the access record.

12. (original) The system of Claim 11, wherein the entity is the consumer.

13. (original) The system of Claim 11, wherein the entity is an owner or publisher of accessed content.

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14. (original) The system of Claim 11, wherein the program further includes:

logic means for restricting access to content using an access flag in an access restriction table.

15. (original) The system of Claim 14, wherein the access restriction table correlates interactive television channel numbers to Web site addresses.

16. (original) The system of Claim 11, wherein the program further includes: logic means for storing the access record in a database.

17. (original) The system of Claim 16, wherein the program further includes: logic means for retrieving the access record from the database; and

logic means for determining whether the access record contains billable content.

18. (original) The system of Claim 17, wherein the program further includes:

logic means for constructing a billing list of access records containing billable content; and

logic means for billing the entity at least partially based on the billing list.

19-26. (canceled).

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